

Pengaruh Service Quality terhadap Loyalitas Konsumen Garuda Indonesia di Semarang

MASITHA YUANDARU AYUMI

(Pembimbing : IMAM NURYANTO, SE.MM)

Manajemen - S1, FEB, Universitas Dian Nuswantoro

www.dinus.ac.id

Email : 211201302956@mhs.dinus.ac.id

ABSTRAK

Tujuan dari penelitian ini adalah untuk mengetahui pengaruh service quality (tangible, reliability, responsiveness, assurance, empathy) terhadap loyalitas konsumen. Objek yang dipilih pada penelitian ini adalah PT. Garuda Indonesia di Semarang. Sampel dalam penelitian ini ditentukan dengan metode Purposive Sampling yang kemudian di dapat sampel sebanyak 100 responden. Data pada penelitian ini diperoleh dengan metode kuesioner yang diisi secara mandiri. Analisis yang digunakan dalam penelitian ini menggunakan metode analisis Regresi Linier Berganda. Hasil dari penelitian ini membuktikan dan memberi kesimpulan bahwa: Service Quality berpengaruh positif dan signifikan terhadap loyalitas konsumen.

Kata Kunci : Service Quality, tangible, reliability, responsiveness, assurance, empathy, dan Loyalitas Konsumen

The Influence of Service Quality on Customer Loyalty of Garuda Indonesia in Semarang

MASITHA YUANDARU AYUMI

(Lecturer : IMAM NURYANTO, SE.MM)

*Bachelor of Management - S1, Faculty of Economy &
Business, DINUS University*

www.dinus.ac.id

Email : 211201302956@mhs.dinus.ac.id

ABSTRACT

The purpose of this research is to find out the influence of service quality (tangible, reliability, responsiveness, empathy) on customer loyalty. The object chosen in this research is PT. Garuda Indonesia in Semarang. The sample in this research is determined by purposive sampling method which then obtained the number of sample as many as 100 respondents. The data in this research were obtained by the questionnaire method that filled in independently. The data analysis method that used in this research is multiple linear regression analysis method. The results of this research proves and gives the conclusion that: service quality has a positive and significant influence on customer loyalty.

Keyword : Service Quality, tangible, reliability, responsiveness, assurance, empathy, and Customer Loyalty